

ITEM No.	GOAL: Coordinate Planning to Balance Infrastructure
----------	---

REQUEST The applicant is proposing a freestanding ornamental monument in excess of 60 feet, to be located either along the main east west Boulevard or at the plaza intersection of the boulevard and the main north-south street. Under the provisions of zoning case number 26-ZN-2004 (ASUF Scottsdale), any freestanding ornamental monument in excess of 60 feet may be approved by the City Council; after receiving a recommendation from the Planning Commission and Development Review Board.

General Location Map

- North: A mixture of commercial, retail, office, and auto dealership land uses in the C-3 & C-4 zones.
- South: Primarily multi-family residential housing in an R-5 zone, with some commercial retail uses fronting Scottsdale Road in a C-3 zone.
- East: Commercial shopping center and a church in a C-S zone.

- West: Commercial shopping center and a bank in a C-3 zone.

APPLICANT'S PROPOSAL

Goal/Purpose of Request.

The applicant is proposing a freestanding ornamental monument in excess of 60 feet, to be located along either the main east west Boulevard or at the plaza intersection of the Boulevard and the main north-south street. This element is called Skysong, and will essentially be a large ornamental fabric canopy that will provide shade for pedestrians.

Skysong

Initial Proposal

Skysong is the predominant architectural feature being proposed in the first phase of development for the site. The applicant is proposing two 157,000 square foot buildings to be located along the main boulevard. Skysong, which will be constructed of a mesh fabric and supported by large poles, will be the iconic focal point of the pedestrian experience. The original design proposes that the shade structure will be located along the retail corridor of the Boulevard. The buildings will push out closer toward the street on the first floor (retail uses), and then stepback away from the Boulevard above the first floor. Skysong will be located in the extra space created by this stepback, and will create the shade which will help connect the buildings and pedestrian experience into one cohesive environment. The applicant has provided several plans which detail the pedestrian experience from this relationship between Skysong and the buildings.

Alternative Proposal

As this report was being prepared the design team has been evaluating comments from the public and the Development Review Board hearing of November 17th. Specific to Skysong, questions had been raised regarding the location of the structure over the pedestrian oriented east-west Boulevard or would it be more effective to locate the shade structure over the pedestrian plaza which occurs at the intersection of the east-west Boulevard and the north-south center street.

The design team has prepared an alternative sketch to analyze this alternative idea and that graphic is included as Attachment #9. The initial thoughts of the applicant's design team are that pedestrians still benefit since the plaza is a gathering and seating area for the entire site and that the central location of the plaza provides convenient access to users from all phases of the site development and this central location will be closer to and improve the visibility of Skysong from both Scottsdale and McDowell roads. These changes appear to address several points of the DRB review and will be fully addressed by the applicant and staff at the November 30th Planning Commission hearing.

Overall Height

The mesh fabric of Skysong, which is the primary visual feature of the structure, will range in height up to approximately 80 feet. The structural

support poles will reach heights of 110 feet. This canopy will be composed of several panels, and will cover either the Boulevard or the plaza.

Staff has raised questions regarding Skysong and how it functions in the Arizona climate. The applicant has addressed the issue of durability as the manufacturer provides warranties in excess of 25 years. The questions regarding long-term maintenance are required by stipulations to be addressed as the design of the structure is finalized and submitted for permit approval and will include regular maintenance practices dealing with local weather (dust storms, wind, debris) and how stormwater runoff will be handled. The applicant will provide additional information on the design elements and responses to the aforementioned questions at the Planning Commission hearing.

In general, the overall height is in keeping with the both the scale of the proposed Phase I and II buildings (60 feet to parapet and 75 feet to mechanical screening) and the overall intent of the architectural vision for the ASUF Scottsdale development project. Skysong will be a predominant feature which will provide a unique pedestrian experience and will be a signature focal point for not only the project, but also the southern Scottsdale area.

IMPACT ANALYSIS

Open space, scenic corridors.

The proposed Skysong structure will provide shade and architectural interest along either the Boulevard or the Plaza. While not designated as a “scenic corridor,” certainly the interest level of visitors will be peaked by the nature of this structure within the project.

Policy Implications.

The zoning specifically contemplated this type and scale of structure being built as a portion of this project. At the time of the rezoning, neither the applicant nor the City knew the specific details or form as is being proposed. However, the zoning allows this type of freestanding ornamental structure, subject to City Council review and approval.

Development Review Board Hearing.

The proposed project was presented to the Development Review Board on November 17, 2005. Different from the Planning Commission (Whose responsibilities on this project are specifically focused on providing a recommendation on the overall height of Skysong), the Development Review Board’s role was to make a recommendation to the City Council on both the height of Skysong and all of the design aspects of the project, including site design, landscape, building materials, architecture, etc. For all future phases, the DRB will make final decisions regarding these design issues.

During the DRB meeting on November 17, 2005, members of the Board and public spoke, and raised several concerns regarding the project. These concerns included the architectural style, landscape design, and the location and relationship of Skysong to the structures (Draft minutes of the DRB meeting attached for review as Attachment 8).

The DRB supported the overall project and had specific issues to be addressed with regards to building, site design, and materials. The Board voted 6-1 to recommend the City Council approve the project, with the following issues to be addressed prior to, or by the Council at their hearing on December 13th:

1. Reevaluate the facade material selection and consider creating additional depth and shadow in the facade(also addressed in # 3 - solar orientation and exposure)
2. Reduce reflectivity of proposed materials and colors.
3. Improve the solar exposure by reducing and/or shading the glass.
4. Consider locating Skysong over the central plaza rather than just along the pedestrian boulevard .
5. Reconsider first phase building location – possibility of closer to Scottsdale and McDowell for more impact/visibility.
6. Assure plant selections are appropriate for Arizona /climate(concern with palms and ficus)

Community Involvement.

As a continuation of the outreach/involvement that was initiated with the zoning application, the city, in partnership with Higgins/Plaza Group coordinated a series of neighborhood and open house meetings to discuss the proposed design of the first phase of the project. Prior to receiving the Development Review submittal, representatives from the development team provided several project preview presentations with key community representatives. Following these initial feedback sessions, the development team further refined the submittal. On November 3rd, 2005 the applicant hosted a community open house to provide an additional opportunity for residents to preview the project and provide input.

Shortly after the city received the submittal, city staff began providing information via broad based communication mechanisms including:

- The city's web site,
- Multiple subscriber based bulletins (ASU update, weekly development update, and ASU e-mail contact list); and
- Two news releases (Oct. 17 and Nov. 4) which prompted several follow-up articles in the *Arizona Republic* and *Scottsdale Tribune*.

In addition to the broad-based communication, city staff, in concert with the development team scheduled project update meetings with key community groups in the McDowell/Scottsdale Road vicinity and sent out a notice to 25 neighborhood representatives in the immediate area of the ASU Scottsdale Center. As a result, staff provided a project update at a GAIN neighborhood meeting and has scheduled several additional informational meetings. Other group presentations included the Housing Board, Hacienda De Los Arcos and the Vista Del Camino senior lunch group. Comments from the preliminary

preview sessions and the small group sessions were very supportive and enthusiastic that this project was moving forward.

Approximately 45 residents attended the November 3rd open house. As with the DRB responsibility for review of the entire project design, much of the input was related to design aspects regarding the design issues of the entire project and were not focused on the specific issue of the height of Skysong. Attendees expressed concerns and asked questions regarding how the project design would conform to LEED certified standards. In general, the feedback focused on a desire to see buildings that reflect innovation and the highest possible standards for sustainability. One audience member strongly supported the project design and Skysong, but suggested that the applicant reconsider locating Skysong over the central pedestrian plaza intersection to maximize the impact and effectiveness of the structure.

There have been no comments received with regards to the height of the Skysong shade structure.

STAFF
RECOMMENDATION

Recommended Approach:

Staff recommends that the Commission recommend approval to the City Council on the additional height requested for Skysong. Staff has analyzed the proposal for Skysong, per the requirements of the height standards approved for this Planned Community zoning district (Provided for review as Attachment #6), and finds:

- The amendment for the height is consistent with the context and character of the adjacent 60-foot building heights and the pedestrian-oriented boulevard street design.
- The shade structure is specifically designed to address the environment of the Sonoran Desert and benefits the pedestrians, streetscape and adjacent buildings.
- The monument is designed to be a focal point and provides scale and balance to this site.
- The monument will be a community amenity and will add to the City's quality of life.
- The monument will be accessible by pedestrians and will be a focal point of the pedestrian experience along the Boulevard.

RESPONSIBLE
DEPT(S)

Planning and Development Services Department
Current Planning Services
Associated Case to this request: 26-ZN-2004

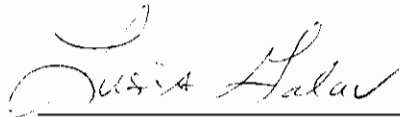
STAFF CONTACT(S)

Mac Cummins, AICP
Principal Planner
(480) 312-7059
E-mail: mcummins@scottsdaleaz.gov

APPROVED BY



Mac Cummins, AICP
Principal Planner
Report Author



Lusia Galav, AICP
Current Planning Director

ATTACHMENTS

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Zoning Map
4. Citizen Involvement
5. Site Plan & Original Elevations of Skysong
6. Development Standards approved for PC Zoning District (26-ZN-2004)
7. DRB Staff Report (November 17, 2005) – including applicant's original full DRB graphic package
8. Draft Minutes from November 17, 2005 DRB Meeting
9. Graphics depicting alternative Skysong location

ASU SCOTTSDALE CENTER FOR NEW TECHNOLOGY AND INNOVATION PROJECT NARRATIVE

Approval of the ASU-Scottsdale Center for New Technology and Innovation ("Center") Phase 1 and Phase 2 Development Review Board ("DRB") Project Application will result in the continued design and initiation of construction of approximately 300,000 gross square feet of mixed use development in conjunction with the City's design and construction of infrastructure and landscaping improvements in accordance with the Planned Community District ("PCD") approved by the City Council June 21, 2005. Approval of the DRB Project Application will begin the first phase of the redevelopment of the now vacant 42-acre former Los Arcos Mall site into a state of the art research and office park with an eventual buildout of 1.2 million square feet of laboratory, office, retail, and related uses. The development is a partnership between the City, Arizona State University ("ASU"), through the Arizona State University Foundation ("ASUF"), and Higgins Development Partners and the Plaza Companies ("Developer"), nationally known real estate development companies.

BACKGROUND

The closing of the Los Arcos Mall in 1999 left a hole in the City. Controversial redevelopment proposals for a sports arena and later for big box retail development did not materialize. In August of 2004 the City purchased the 42 acre vacant site with the purpose of revitalizing the southern part of Scottsdale and promoting economic vitality. The City's goal for the site and the surrounding areas is to create an urban mixed-use knowledge-based center which includes high tech business incubation, education, research, office and supportive retail uses.

To further this goal, in August of 2004, the City entered into a long term land lease agreement with the ASUF for 37 acres of the site which will become the Center. The lease requires significant investments to be made by the City, and the developer. The City retained 5 acres of the 42 acres for future development.

On June 21, 2005 the City Council approved re-zoning of the site to a Planned Community District ("PCD"), replacing existing C-3 and C-S districts with a PCD.

PROJECT VISION

The vision of ASUF and the Developer for the 37 acre Center is for a unique 21st century business community location for technology, innovation and commercialization that stimulates the economy, revitalizes the neighborhood and brands the City, ASU, and the region as leaders in the knowledge economy.

ASUF and the Developer view the Center as a place where the university and private sector researchers jointly develop, commercialize, and market new technologies and where visual, performing and high-tech graphic artists and other technology experts routinely meet entrepreneurs. The Center will bring private researchers and their

88-DR-2005
11/10/05

ATTACHMENT #1

businesses together with ASU and the community to create a place where research interfaces with economic development, information technology interacts with innovation, and education engages the local community.

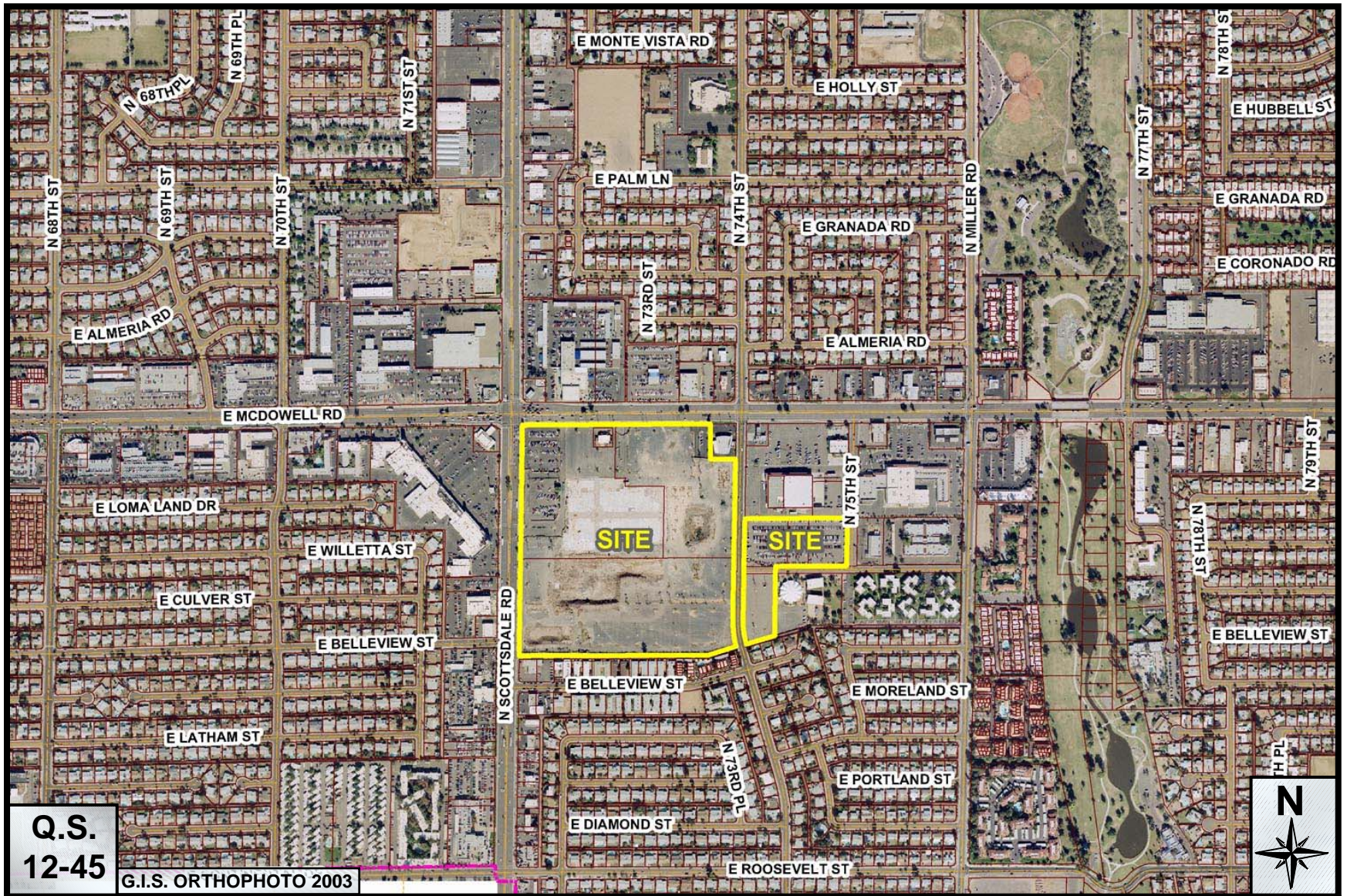
The Center will play a significant role in achieving Scottsdale's goals for the future including:

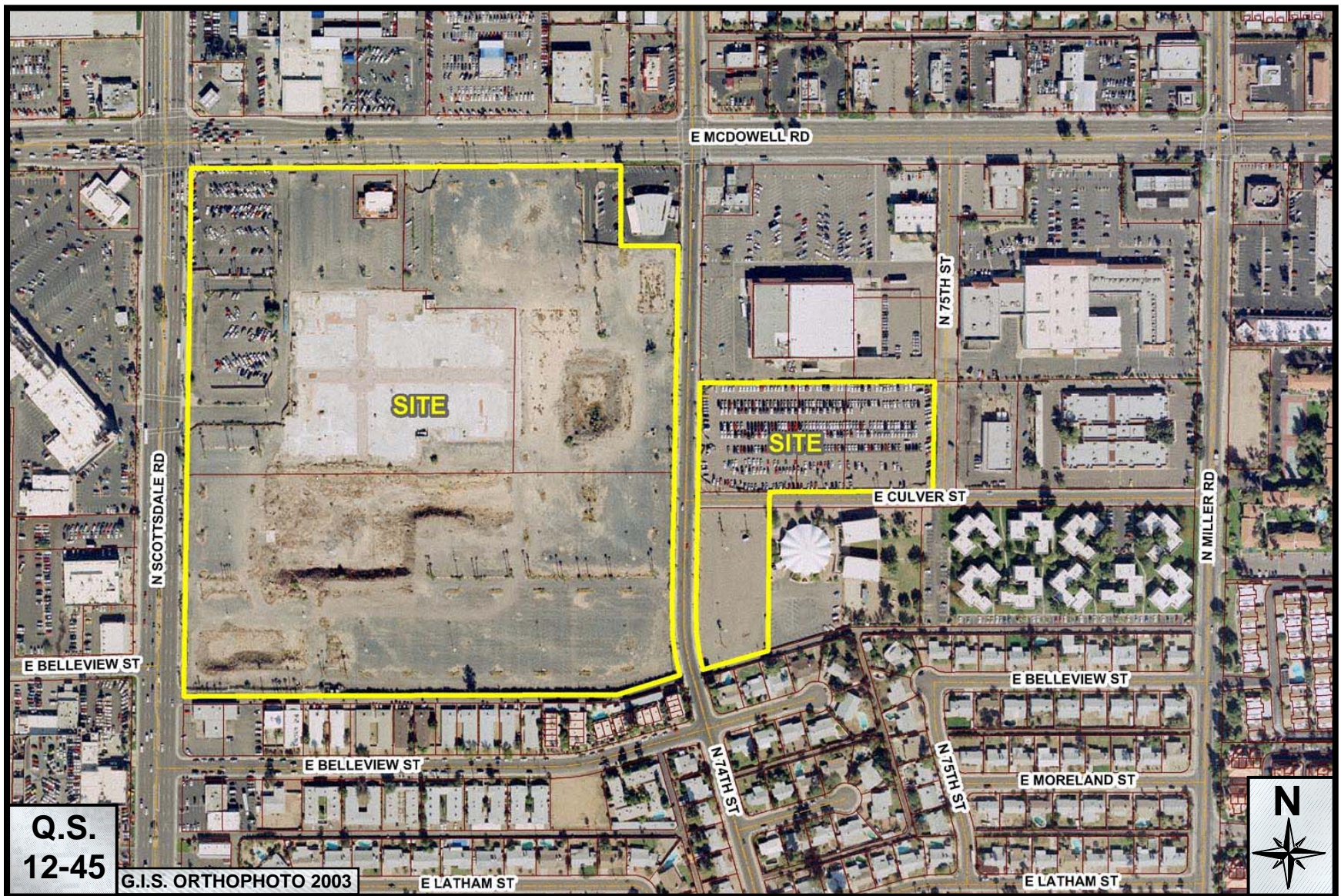
- Facilitating the revitalization of south Scottsdale and the areas around the site
- Revitalizing Scottsdale Road and McDowell as vital tributaries and linkages serving the City and the region
- Increasing the employment base of the City, particularly in skilled, highly paid market sectors;
- Increasing revenues to the City through transaction privilege taxes, property taxes, bed taxes and similar taxes available directly or indirectly to the City;
- Continuing the process of establishing the City as a center for research, innovation and technology; and
- Promoting the attractiveness of the City to businesses and residents that may relocate to the City.

PROJECT DESCRIPTION

The Center will, at buildout, consist of approximately 1.2 million square feet of development in multiple buildings within an urban environment to including plazas, landscaped open spaces and boulevards and structured parking. The Center is contemplated to have a wide range of land uses to create a mixed-use (live, work, and learn environment). Current zoning pursuant to the PCD provides a maximum building Floor Area Ratio (FAR) of 0.8, with a building height limit of 60 feet. Approximately 135,000 sq. ft will be retail use. The parking facilities for the Center, to be provided by the city, will be surface initially with underground/structured parking occurring as the development intensity increases.

Phase 1 and Phase 2 of the project, the subject of this DRB Project Application, each include one, four story, mixed-use building comprising approximately 150,000 gross square feet, envisioned to include retail at the ground level and office/research space above for a total of 300,000 gross square feet of development. The Phase 1 development will be coordinated and built in conjunction with the City's infrastructure and landscape improvements including roadways, utilities, public open spaces, landscaping and public art.

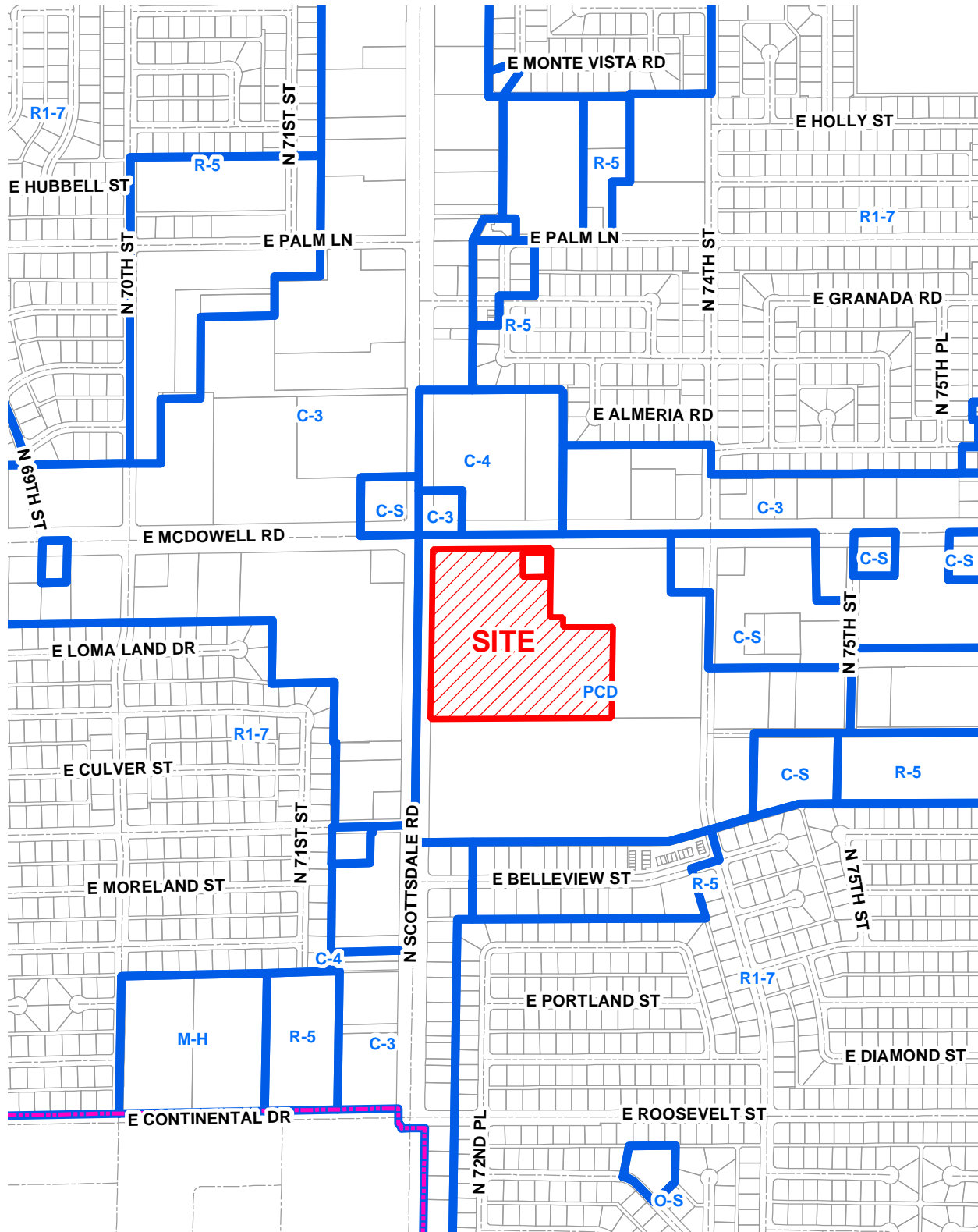




ASU-Scottsdale
Center for New Technology and Innovation

88-DR-2005

ATTACHMENT #2A



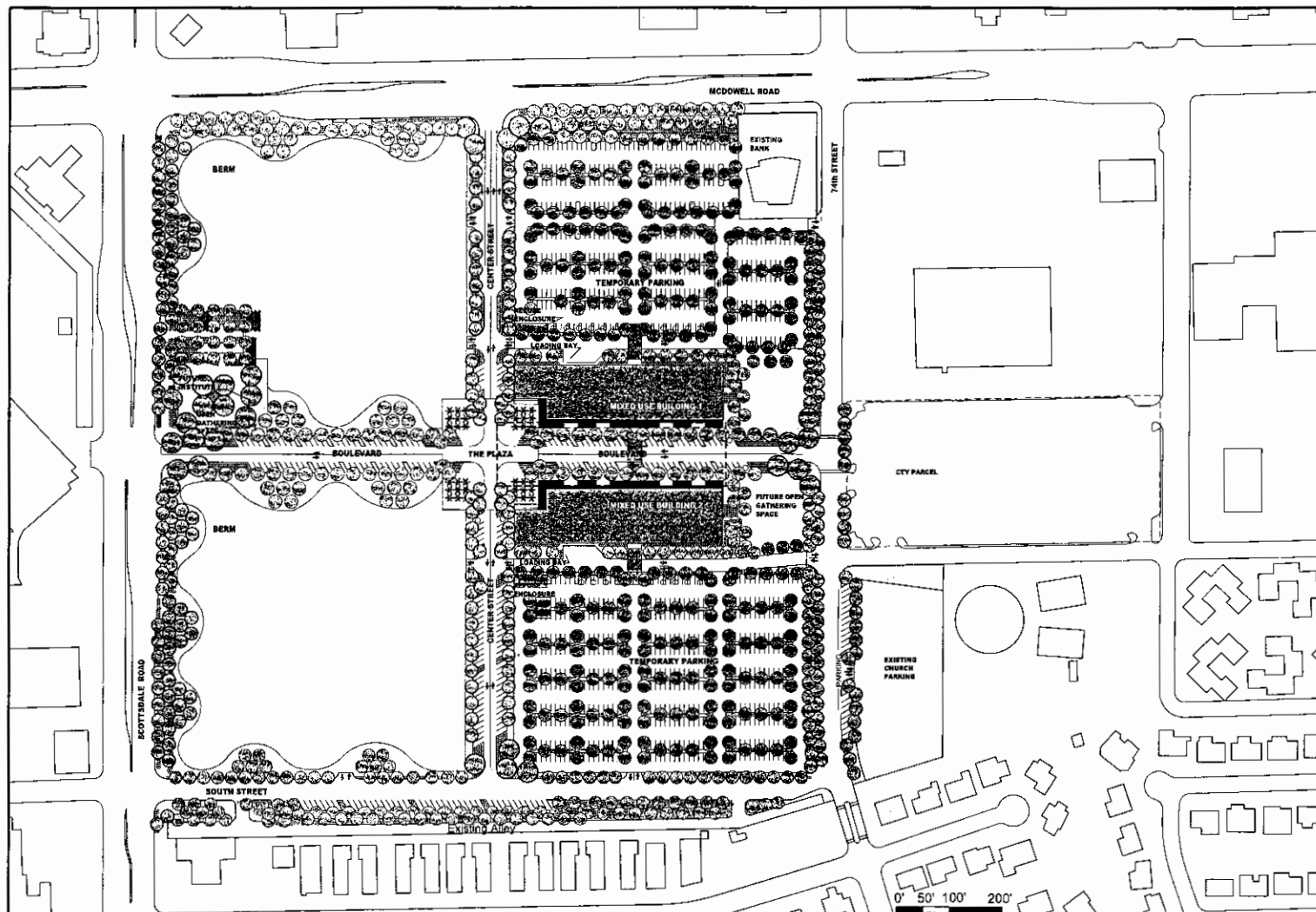
88-DR-2005

ATTACHMENT #3

I

ASU-Scottsdale Center for New Technology and
Innovation - (88-DR-2005)
Attachment #4 Citizen Involvement

The above attachment is on file at the City of
Scottsdale Current Planning office,
7447 E Indian School Road, Suite 105.



BUILDING HEIGHT

- ONE STORY
- FOUR STORY

LAND USES

- TEMPORARY ON GRADE PARKING
 - OPEN SPACE
 - OPEN GATHERING SPACE PHASE 1
 - FUTURE OPEN GATHERING SPACE
 - RETAIL
 - OFFICE
 - SKYSCAPE ZONE
 - CENTRAL PLAZA PHASE 1
 - SIDE WALK AND LANDSCAPE ZONE
 - ADA PARKING
- MIXED USE BUILDING 1 157,335 GSF
MIXED USE BUILDING 2 157,335 GSF

PARKING PROVIDED

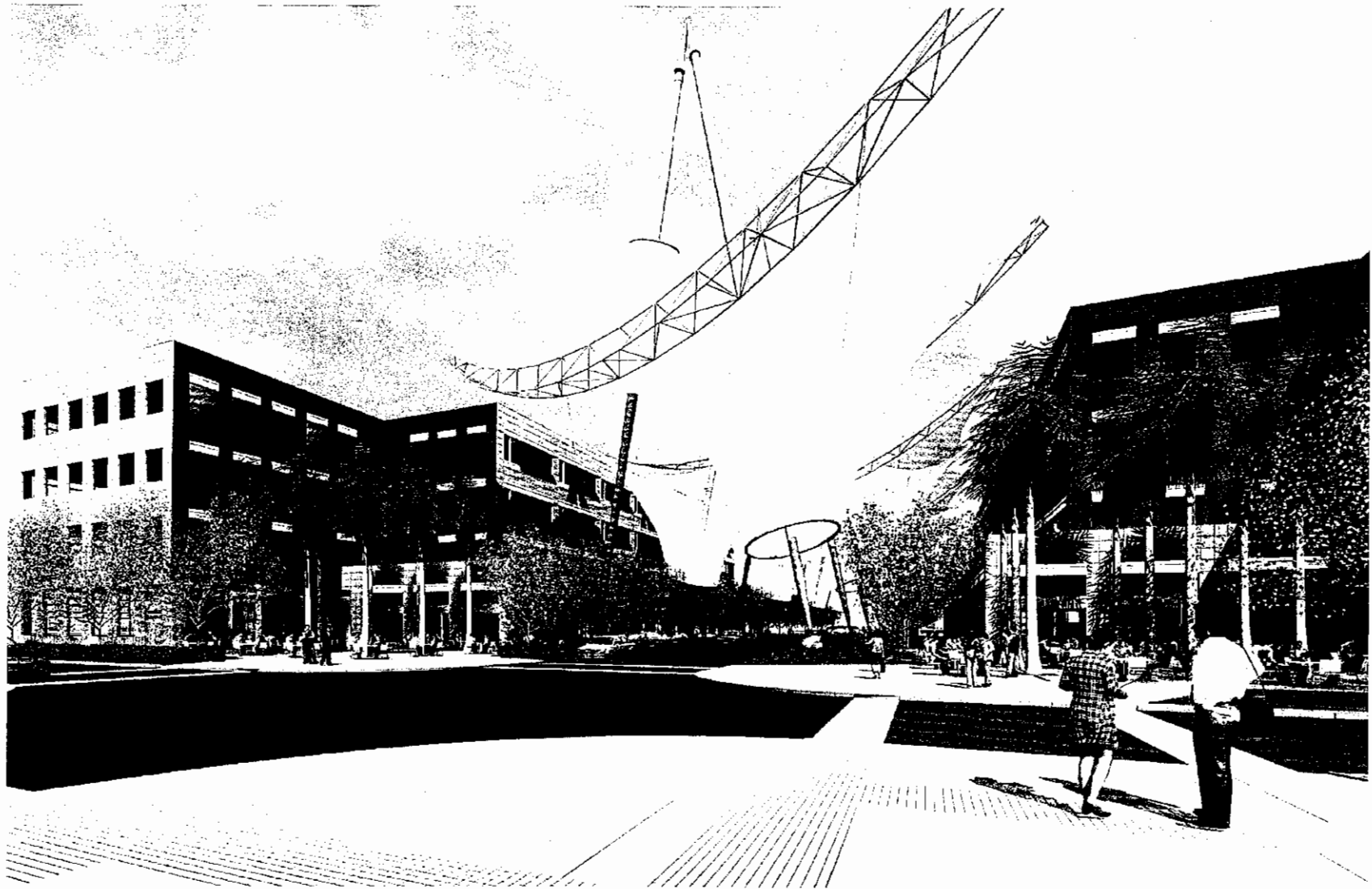
PHASE 1	
VEHICLES	
NORTH EAST QUADRANT	340 BAYS
CENTER	70 BAYS
BOULEVARD	114 BAYS
TOTAL	524 BAYS
INCLUDING	24 ADA
PHASE 2	
VEHICLES	
SOUTH EAST QUADRANT	481 BAYS
SOUTH STREET	20 BAYS
SOUTH STREET	47 BAYS
TOTAL	548 BAYS
INCLUDING	17 ADA
BICYCLE	100
BICYCLE FIXTURES	50
EACH CAPABLE OF HOLDING 2 BIKES	

ATTACHMENT #5

88-DR-2005
11/10/05

Documents submitted for DRB review are intended to reflect the Phase 1 and Phase 2 Design Concept. Specific details and dimensions are in the Design Development Phase and are subject to refinement as Design and Construction Documentation is completed.

PLEASE REFER TO LANDSCAPE PLAN



Documents submitted for DRB review are intended to reflect the Phase 1 and Phase 2 Design Concept. Specific details and dimensions are in the Design Development Phase and are subject to refinement as Design and Construction Documentation is completed.

PERCOTT, REED & PARTNERS

DAVID M. DESIGN

WILLIAM S. LEE, ARCHITECT
1100 N. 1ST AVE., SUITE 100
ARIZONA STATE UNIVERSITY FOUNDATION
CITY OF SCOTTSDALE

ASU-Sentinel Center
for New Technology and Innovation

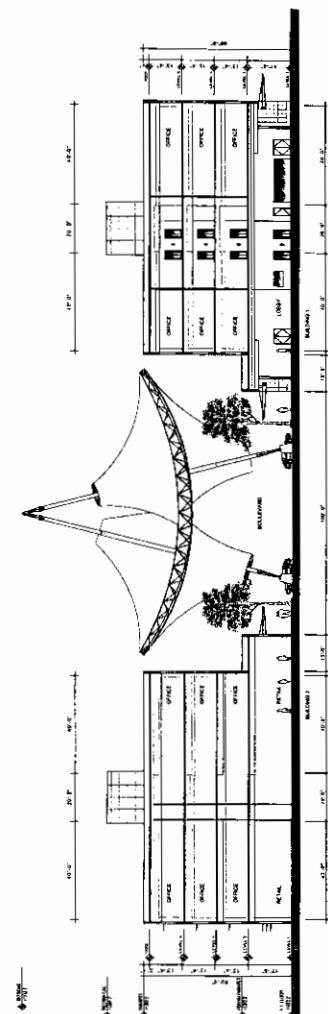
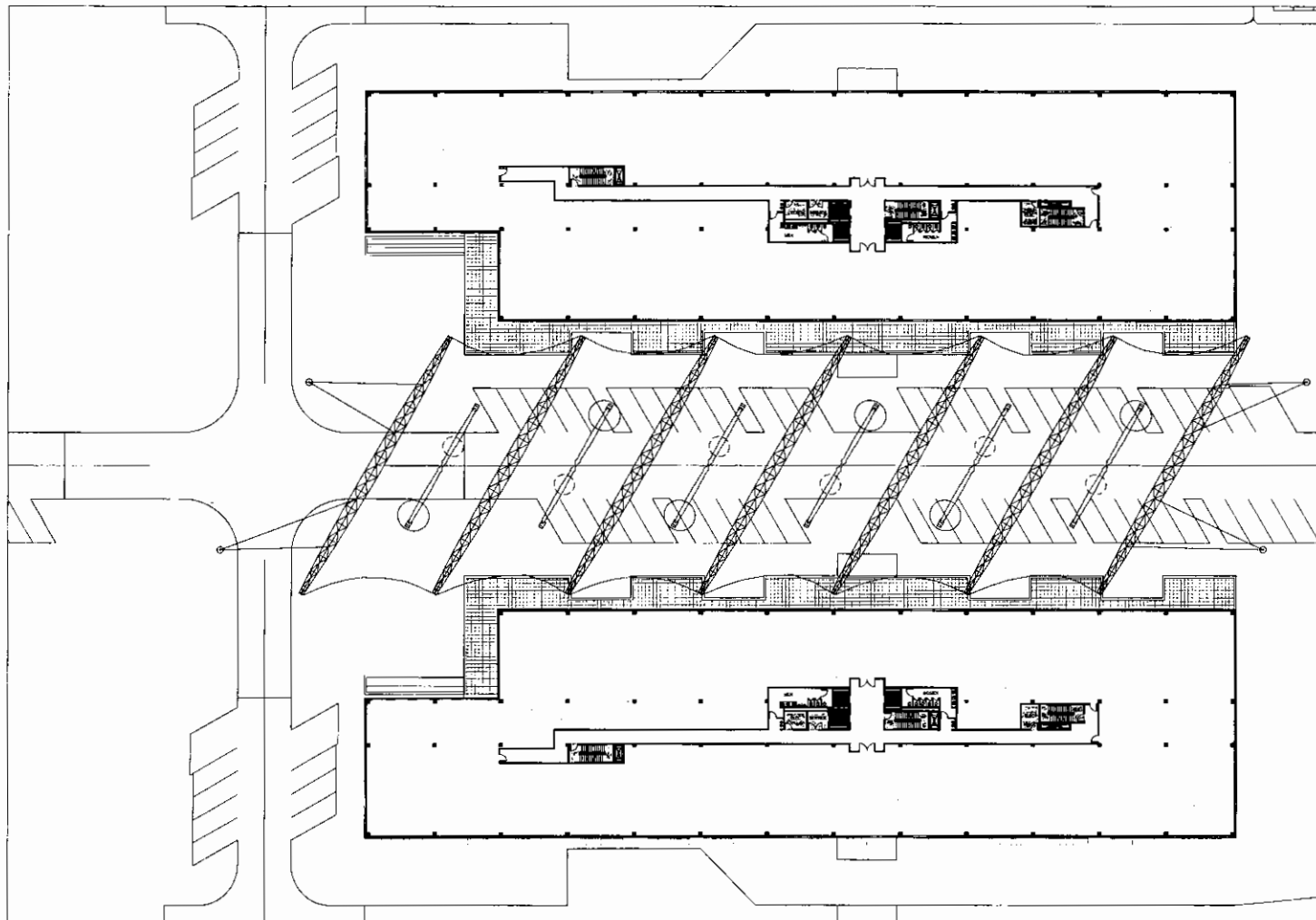
RENDERING - BOULEVARD VIEW

10 NOVEMBER 2005

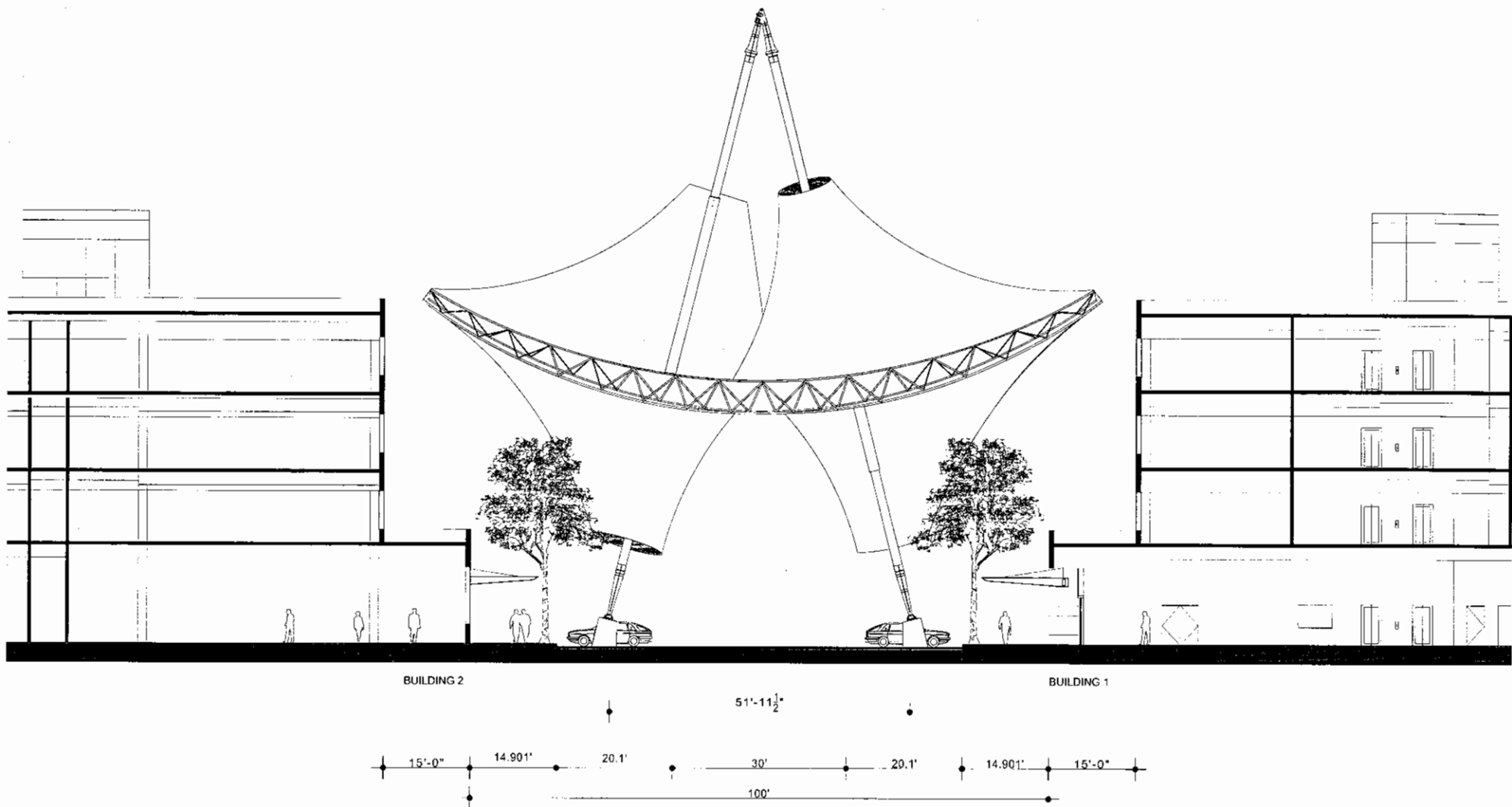
A-05



Documents submitted for DRB review are intended to reflect the Phase 1 and Phase 2 Design Concept. Specific details and dimensions are in the Design Development Phase and are subject to refinement as Design and Construction Documentation is completed.



Documents submitted for DRB review are intended to reflect the Phase 1 and Phase 2 Design Concept. Specific details and dimensions are in the Design Development Phase and are subject to refinement as Design and Construction Documentation is completed.



Documents submitted for DRB review are intended to reflect the Phase 1 and Phase 2 Design Concept. Specific details and dimensions are in the Design Development Phase and are subject to refinement as Design and Construction Documentation is completed.

PERKINS+TOWNSEND & PARTNERS Architects LLP

DMJM Design

ASU-Scottsdale Center
for New Technology and Innovation

SKYSONG SECTION

10 NOVEMBER 2005

A-12

SCALE 1/8" = 1'

ASUF/COS DEVELOPMENT STANDARDS

CATEGORY	DEVELOPMENT STANDARD
FLOOR AREA RATIO	<i>In no case shall the gross floor area of a structure exceed the amount equal to eight-tenths multiplied by the net lot area of the P-C site in square feet.</i>
VOLUME RATIO	<i>Volume ratio. In no case shall the volume of any structure exceed the product of the net lot area of the P-C site in square feet multiplied by sixteen (16) feet.</i>
BUILDING HEIGHT	<p><i>No building shall exceed sixty (60) feet in height except as otherwise provided in Article VII or this subsection.</i></p> <p><i>Where the City Council determines that a freestanding ornamental monument meets the criteria set forth below to justify a height greater than that normally allowed within the P-C zone, the City Council may approve a height for a freestanding ornamental monument in excess of the height allowed in the P-C zone. A freestanding ornamental monument shall not include signage.</i></p> <p><i>a. The Development Review Board and Planning Commission shall review and pass a recommendation on to the City Council based upon the following criteria:</i></p> <ol style="list-style-type: none"> <i>(1) Amended height for such monument shall be based on the context and character of the site and surrounding area.</i> <i>(2) Such monument shall take into account Scottsdale's history and location within the Sonoran Desert environment.</i> <i>(3) Such monument shall be designed so as to provide a focal point, which provides scale and balance to a particular site.</i> <i>(4) Such monument will be considered a community amenity and add to the city's quality of life.</i> <i>(5) Such monument shall be accessible by pedestrians and not isolated in site design.</i>
FRONT YARDS	<i>A minimum of twenty-five (25) percent of the total open space requirement shall be provided as frontage open space to provide a setting for the buildings, visual continuity within the community, and a variety of spaces in the streetscape</i>
SIDE AND REAR YARDS	<p><i>Buildings thirty-six (36) feet or less in height shall be set back not less than fifty (50) feet from any residential zoning district. Buildings more than thirty-six (36) feet in height shall be set back not less than two (2) feet for each foot of building height from any adjacent residential zoning district.</i></p> <p><i>All operations and storage shall be conducted within a completely enclosed building or within an area contained by a wall or fence as determined by site plan or Development Review Board approval.</i></p>

OPEN SPACE REQUIREMENTS	<p><i>In no case shall the open space requirement be less than twenty (20) percent of the net lot area except as provided in section 5.2604C.3.</i></p> <p><i>The P-C district shall have a portion of the development oriented towards a courtyard or mall with buildings enclosing the courtyard, and opening onto the courtyard from at least three (3) sides. The courtyard or mall shall be a minimum of one (1) percent of the net lot area of the P-C. site in square feet. The courtyard or mall shall be considered to be open space. If, in the opinion of the Development Review Board, a suitable alternative design solution is presented, the courtyard requirement may be waived. Open space required under this section shall be exclusive of parking lot landscaping required under the provisions of article IX of this ordinance.</i></p>
DENSITY	<p><i>1. Hotels or motels shall provide a minimum gross land area of two thousand (2,000) square feet of land per guest room.</i></p> <p><i>2. Dwellings shall provide a minimum gross land area of two thousand (2,000) square feet per dwelling unit. Floor area devoted to dwellings shall not be included in calculating maximum floor area as provided in section 5.2604A.</i></p>
PROPERTY SIZE	<i>The gross land area on which there is a P-C. development shall not be less than twenty-five (25) acres.</i>
OFF-STREET PARKING	<i>The provisions of article IX shall apply, except all non-office commercial uses shall be parked at 1 space per 300 gross square feet. Structured parking shall not be calculated towards provided floor area ratio and provided volume.</i>
SIGNS	<i>The provisions of article VIII shall apply except a master sign plan shall be submitted at the time of development review application.</i>

ATTACHMENT #7

DEVELOPMENT REVIEW BOARD STAFF REPORT NOVEMBER 17, 2005

TO VIEW PLEASE CLICK LINK
BELOW

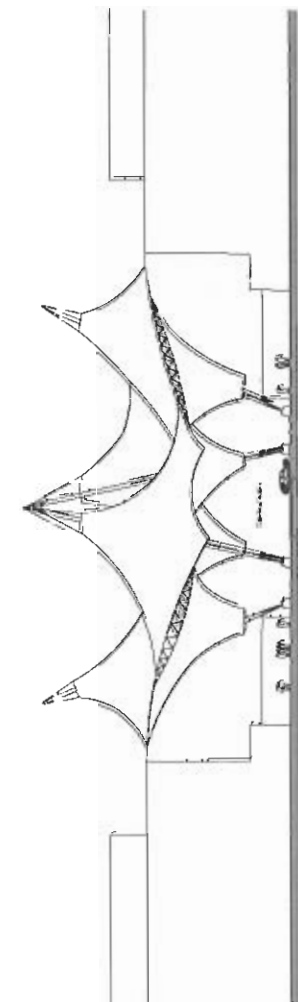
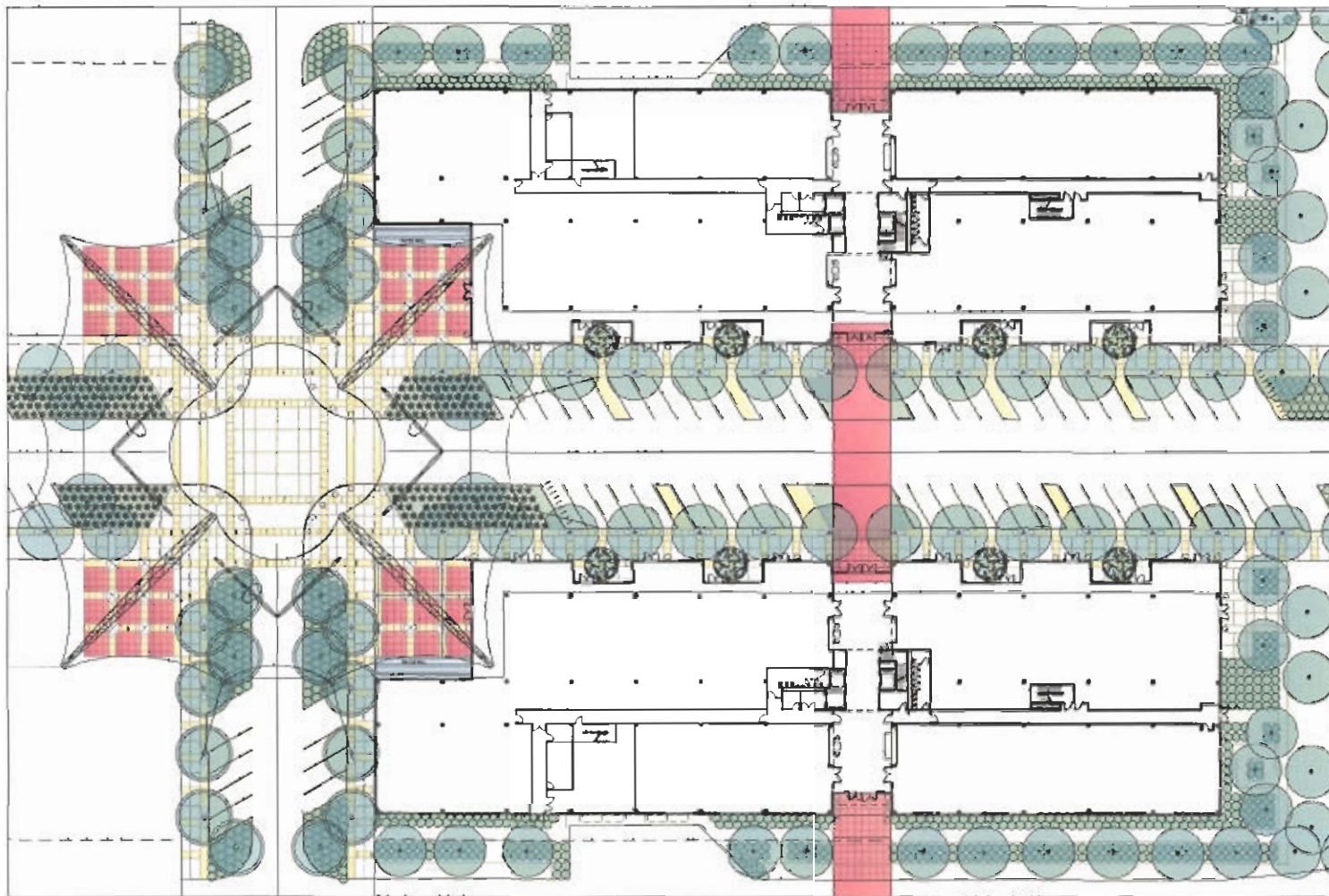
<http://eservices.scottsdaleaz.gov/cases/casesheet.aspx?caseid=30327>

ATTACHMENT #8

DEVELOPMENT REVIEW BOARD **DRAFT** HEARING MINUTES NOVEMBER 17, 2005

TO VIEW PLEASE CLICK LINK
BELOW

<http://www.scottsdaleaz.gov/boards/DRB/documents.asp>



Documents submitted for QPB review are intended to reflect the Phase 1 and Phase 2 Design Concept. Specific details and dimensions are in the Design Development Phase and are subject to refinement in Design and Construction Documentation if completed.

PEI COBB FREED & PARTNERS Architects LLP

DMJM Design

ASU-SCOTTSDALE CENTER
FOR NEW TECHNOLOGY
AND INNOVATION
1000 N. GILBERT
SCOTTSDALE, AZ 85257

**ASU-Scottsdale Center
for New Technology and Innovation**

SCOTTSDALE, AZ

BUILDINGS 1 & 2
STREETSCAPE

22 NOVEMBER 2005

A-09

scale: 1" = 50'

88-DR-2005 PC

ALTERNATE DESIGN FOR SKYSONG

ATTACHMENT #9